



POLITICAL

BROADCAST AGREEMENT FORMS | PB-18



NAB POLITICAL ADVERTISING AGREEMENT FORMS (PB-18)

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These political advertisement agreement forms have been designed to serve as actual contracts for the sale of political broadcast time and to satisfy FCC record retention requirements.

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Additional copies of the Political Agreement Forms in paper or electronic format are available through NAB Services, 1771 N Street, NW, Washington, DC 20036-2800. For price information, please visit www.nabstore.com.



POLITICAL BROADCAST ADVERTISEMENT FORMS PB-18

USING THE FORMS

IMPORTANT NOTE:

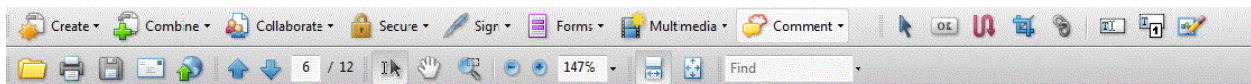
For the PB-18 Issues Form Only – If an Issue Advertiser certifies that the programming does not communicate “a message relating to any political matter of national importance,” stations should review the programming to verify that no such messages are communicated in the programming. Stations have an independent obligation to disclose rates and times aired in the public file for programming relating to such matters, and they cannot rely solely on an advertiser’s assessment of its own message.

Acrobat Reader XI

You must have version XI or higher of Adobe’s Acrobat Reader to use these forms. If you do not have Adobe Reader XI or higher, you can download a free copy at: <http://get.adobe.com/reader/>

Acrobat Toolbar Functions

When you install the Acrobat Reader and view a fill-in form, you will see a toolbar at the top of the document like this:



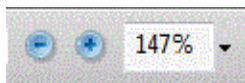
You need to use only a few of these buttons to complete a fill-in form. The buttons you need to use are explained below:



Pointer Tool

The **Pointer Tool** will most likely be pre-selected the first time you use Acrobat Reader. This tool allows you to fill in the forms on your desktop. This tool is selected when the cursor appears in the shape of an arrow like the one pictured on the button above.

With a fill-in form on the screen, move the pointer tool over a portion of the form to be filled in. You will notice that the pointer icon changes to a text icon, which looks like a capital I. This means that this is an area of the form that you are able to fill in using your keyboard. After you fill in that box, move your mouse to another field to fill it in. Note: you may also use the TAB button on your keyboard to advance to the next field. To mark a check box, move your pointer tool over a box and click your left mouse button. To unmark the box, move the cursor over the box and click again.



Zoom Tools

The **Zoom Tools** allow you to change the current view of the form displayed. Depending on your monitor size, you may need to use the + or - Zoom Tool to get a better view of the form. You can also type a percentage into the white box to select an exact percentage zoom.



Page Tools

The **Page Tools** help you navigate through the document. The number furthest to the right is the highest page number in the document. The number in the white box tells you what page you are currently on and you can edit that number to jump to a specific page. The arrow pointing upwards will move you one page forward on the current form, while the arrow pointing downwards will move you back one page on the current form.

Printing the Forms

To print a completed form, click on the print button:



Saving the Forms

Acrobat Reader does not allow forms to be saved. Complete the entire form, review and print prior to closing the file. Closing the file will erase all information filled in.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
------------------------------	--------------

I, _____,

being/on behalf of: _____,

a legally qualified candidate of the _____

political party for the office of: _____

in the _____

election to be held on: _____

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

<div></div>	<div></div>		<div></div>
Date			

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

<div></div>	<div></div>	<div></div>
Signature	Printed Name	Title

AGREED UPON SCHEDULE

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

CONTRACT

Inspiration Media of Texas, LLC
6400 N. Belt Line Road #110
Irving, TX 7506375063
(972) 870-9949

And:

SMR
6400 N. Beltline Road, Suite 210
Irving, TX 75063

<u>Contract / Revision</u> 259909 /		<u>Alt Order #</u> 7930006
<u>Product</u> Political Candidate		
<u>Contract Dates</u> 10/24/16 - 11/07/16	<u>Estimate #</u>	
<u>Advertiser</u> Justice David Schenck		<u>Original Date / Revision</u> 10/14/16 / 10/14/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KWRD-FM	<u>Account Executive</u> SMR	<u>Sales Office</u> SMR
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	<u>Product 1/2</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KWRD	10/24/16	11/04/16	M-F Prime Rotator	6a-7p	MTWTF--	:30	10	\$34.00	0.00	NM	20	\$680.00
N 2	KWRD	11/07/16	11/07/16	M-F Prime Rotator	6a-7p	M-----	:30	2	\$34.00	0.00	NM	2	\$68.00
N 3	KWRD	10/29/16	11/06/16	Sa-Su Prime Rotator	6a-7p		:30				NM	12	\$252.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	-----SS				6	\$21.00				
	Week:	10/31/16	11/06/16	-----SS				6	\$21.00				
Totals								0.00				34	\$1,000.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/30/16	16	\$466.00	\$466.00
10/31/16 - 11/07/16	18	\$534.00	\$534.00
Totals	34	\$1,000.00	\$1,000.00

(*Line Transactions: N = New, E = Edited, D = Deleted)

This agreement is subject to the terms and conditions on the following pages. The terms and conditions are also located at <http://saalemmedia.com/termsconditions.pdf>. Station will not be bound by conditions on other insertion orders, copy instructions, correspondence, or other documents that conflict with the terms and conditions of this contract.

TP
10/14



Inspiration Media of Texas, LLC
6400 N. Belt Line Road #110
Irving, TX 7506375063
(972) 870-9949

<u>Contract / Revision</u> 259909 /		<u>Alt Order #</u> 7930006
<u>Contract Dates</u> 10/24/16 - 11/07/16	<u>Product</u> Political Candidate	<u>Estimate #</u>
<u>Advertiser</u> Justice David Schenck		<u>Original Date / Revision</u> 10/14/16 / 10/14/16

Signature: _____ Date: _____

Print Name: _____

Title: _____

By signing this contract, I agree to the terms and conditions on the following two pages, and which are also located at <http://saalemmedia.com/termsconditions.pdf>. Station will not be bound by conditions on other insertion orders, copy instructions, correspondence, or other documents that conflict with the terms and conditions of this contract.

Station Representative:

Signature: _____ *msd* Date: _____ *10/14*

Print Name: _____

Title: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

This agreement is subject to the terms and conditions on the following pages. The terms and conditions are also located at <http://saalemmedia.com/termsconditions.pdf>. Station will not be bound by conditions on other insertion orders, copy instructions, correspondence, or other documents that conflict with the terms and conditions of this contract.



6400 N Beltline Road • Suite 210, Irving, TX 75063

Insertion Contract

Salem Radio Network
6400 N Beltline Rd
Suite 210
Irving, TX 75063

Order #	Ver #	Rev #	# Wks	Page #
7930006	1		3	1
Advertiser		Product		
Justice David Schenck		Political Candidate		
Salesperson		Salesperson Phone #		
Dennis Sternitzky		(972)402-8800 Ext(261)		
Sales Office		Agency		
SMR (DS Region)		Rigel Strategies, LLC		
Date		Time	Start	End
10/14/16		11:31AM	10/24/16	11/13/16
Demos				
Survey				

Product Protection: *Political-Candidate

Line #	Vehicle	Days & Times M T W T F S S	Oct 24	Oct 31	Nov 7	Nov 14	Nov 21	Nov 28	Dec 5	Dec 12	Dec 19	Dec 26	Jan 2	Jan 9	Jan 16	Total Units	Len	Unit Rate	Extended Total
4	KWRD-FM Dallas, TX KWRD-FM 22 spots All spots must end by 12pm o 11/08/16	Mo-Su 6AM-7PM	16	10	2											22	30	34.00	748
5	KWRD-FM Dallas, TX KWRD-FM 12 spots All spots must end by 12pm o 11/08/16	Sa-Su 6AM-7PM	6	6												12	30	21.00	252
	Totals		16	16	2											34			1000
Weekly Units			16	16	2	0	0	0	0	0	0	0	0	0	0	34			
Weekly Gross \$			466	466	68	0	0	0	0	0	0	0	0	0	0				1000

Air Time Total Gross: \$ 1,000.00

Agency Commission: \$.00

Total Net: \$ 1,000.00

SMR'S APPLICABLE COMMISSION WILL BE DEDUCTED FROM THE TOTAL NET AMOUNT
Order is Broadcast Calendar Billing. Please fax signed insertion to 972-367-1928

With approval of salesperson, make goods within flight only.

All orders require affidavits showing date and time spots aired, isci code, po# and/or estimate number.

All schedules must end by 12pm on November 8, 2016

Accepted for Salem Radio Network:

Accepted for Producer or Station:

Name

Title

Name

Title

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